



Digital Track: DM102

Email And Automation

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Email as Linchpin to Modern Marketing Success



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Linchpin



- 1 : a locking pin inserted crosswise (as through the end of an axle or shaft)
- 2 : one that serves to hold together parts or elements that exist or function as a unit

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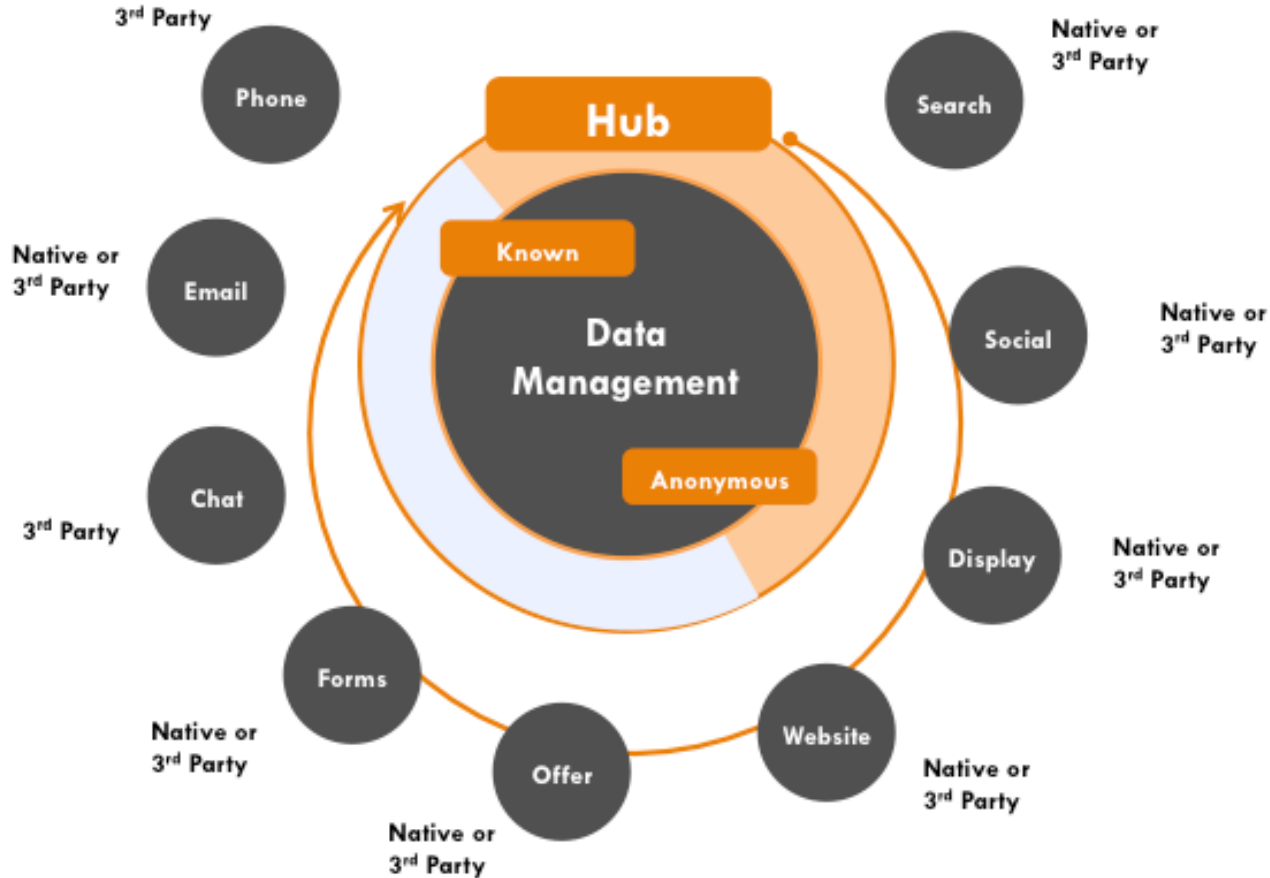


2010 – Present Day



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Hub & Spoke Approach



The Age of Automation Is Upon Us...



The technique of making an apparatus, a process, or a system operate automatically

Automatic implies action engaging neither the mind nor the emotions and connotes a predictable response

...and it couldn't have come at a better time.



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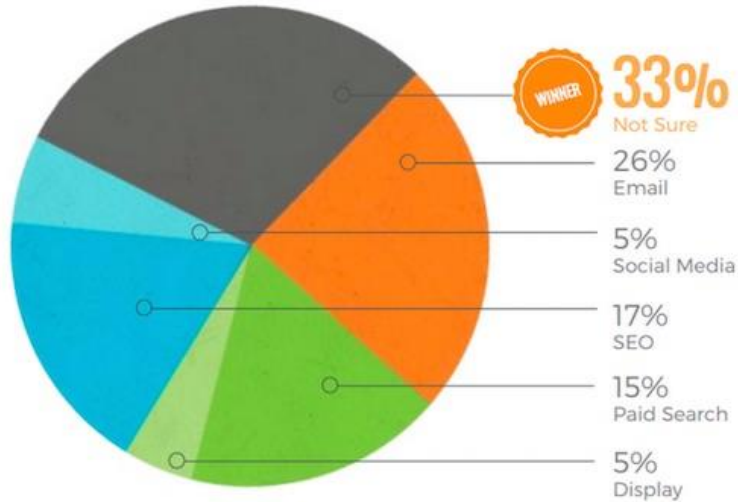


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Why Email?

#1 Positive Revenue Impact

Which Digital Channel Makes the Biggest Positive Impact on Revenue?



Source: Webmarketing123, 2015

Budgets = Up

59%
OF MARKETERS

plan to increase their email
marketing budget this year

Channel of Choice

69.7%
OF INTERNET USERS

prefer to communicate with
business through email

Sources: Image- R2i.com. Statistics- emarketer

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Email as Bridge: Implications Beyond The Send

Engagement

Intent

Accessibility

Interests

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Linchpin Status

Identity

- Cross-device
- Cross-channel
- Owned asset
- Cookie-less ID

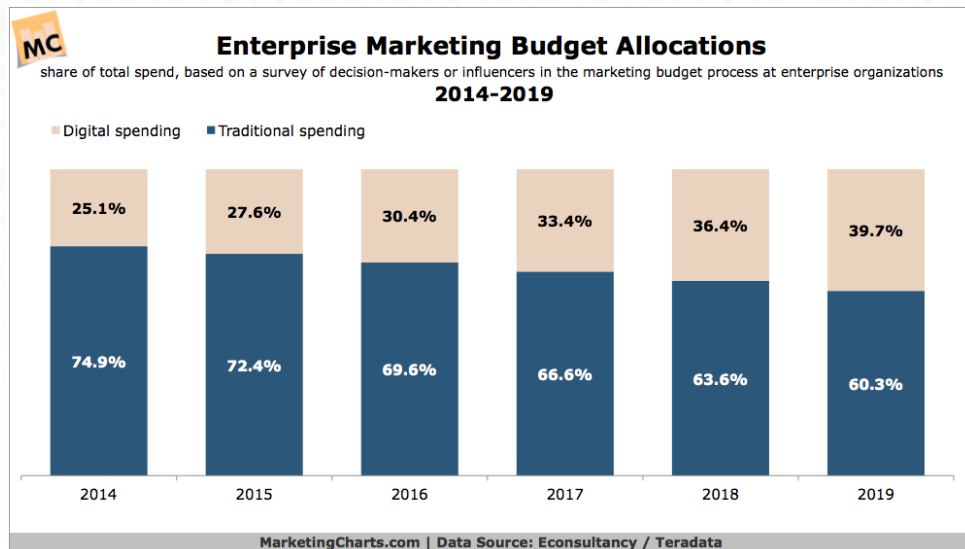


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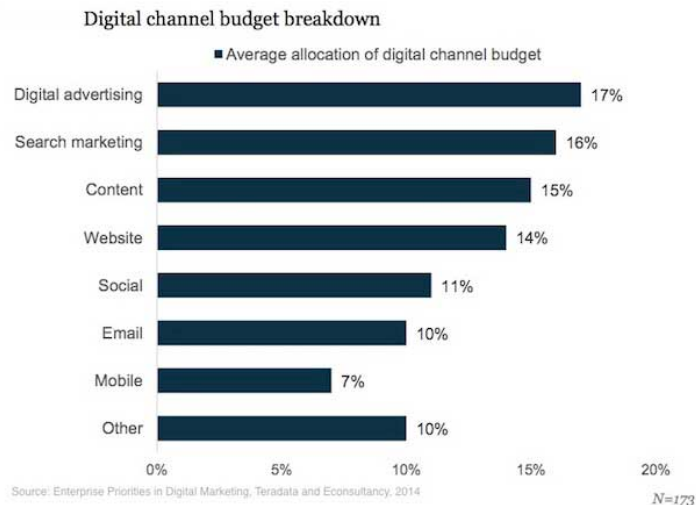


Elevated Performance- It Just Makes Cents

Total Budget ~8.3% of Revenue



~10% of Digital Spend



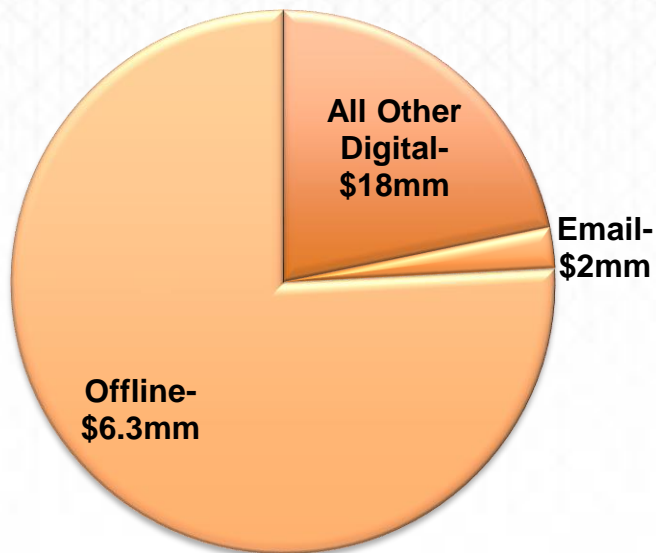
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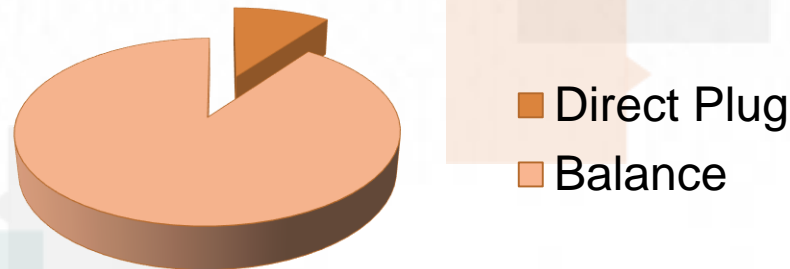
Opportunity for Lift



Existing Non-Email Digital Spend- Avail Integration



Existing Offline Spend Impact- Avail Integration



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2 Case Studies - Performance Elevated

1) In-Channel:

Philips Scores, Everyone Wins

2) Cross-Channel:

CE Manufacturer Plugs Into Ecosystems of Scale



CHALLENGE

Philips, a multinational electronics company needed to increase email driven conversions.



SOLUTION

Employ an Engagement Scoring algorithm across digital properties to measure various behaviors and product interests of individual consumers and persist a unique score.

Once an optimal score scale was determined, deterministic data (e.g. email address) was matched with behavioral data (e.g. score, product interest, recency and frequency parameters) and customized content was generated and sent.



RESULTS

Philips saw a dramatic increase in existing email KPIs. Customized content drove more people back to the website and resulted in a 3X lift in Click-to-Action rates.

- 250% uplift in CTA
- 90% uplift in Open Rate
- 340% uplift in CTR

60X ROAS Plugging Into Cookie-less Targeting



CHALLENGE

A global consumer electronics product manufacturer with a subscription-based revenue model needed to communicate a time-limited upgrade offer only available to current subscribers.

Email performed above industry averages for all metrics but non-openers still left 70%+ of eligible customers unaware of the time-limited offer.



SOLUTION

Maintain exclusivity of upgrade offer and Automate creation of Facebook custom audiences for 70%+ of the qualified customers who were unengaged (non-openers) using 1st party, cookieless identifier (email address) for addressable digital targeting.



RESULTS

With a daily media spend of only \$50 per day, approximately 60% of customers from a completely 'dead' list received repurposed creative within Facebook's newsfeed on both desktop and mobile. Post click conversion rates ranged from 10-15% resulting in an estimated 60X ROAS.

- 56,000 of 90,000 unengaged offer-eligible customers matched
- Effective Open Rate: 57.64%*
- Effective CTR: 5.97%*

**Effective rates are calculated based on the total custom audience size and are interpreted to align with traditional email engagement metrics. The exposure and click through rates reported natively by Facebook were higher.*

4 Key Points + 1 Takeaway

1. Automation and Email are exploitable opportunities for scaled program growth and it has never been more affordable/accessibile
2. Innovate outside the “lead/demand gen” confines of traditional MA
3. Brands today own the tools and budgets to make material progress
4. Implications of maturity for the future of where the marketing landscape is headed are compelling

What is your Linchpin?

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Thank you!

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